

Community Connect 2021

Abridged Day 1 Recap



What's in These Slides?

(That you should feel free to share with your communities.)

- Video Product Showcase
- UCX Desktop: The New Wiki Experience
- Creator & Admin Tools: A Look Ahead



What's Not in These Slides?

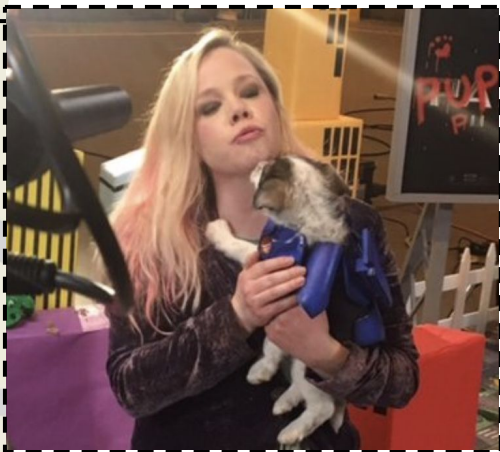
(That isn't ready for public consumption quite yet.)

- Brand Story
- The Fandom Logo



Video Product Showcase





Hi, I'm Roth 🖐️

What I do: Head of Content

Start Date @ Fandom: July, 2017

Top Fandoms: Harry Potter, Doctor Who, Fringe, Terminator, MCU, Sunny, The Expanse

Also: ANIMALS, Tina Fey, Vince Gilligan, Danny the Street, Snacks

FANDOM CONTENT VOICE PILLARS



LORE



**FAN
FORWARD**



IRL

...underpinned by our secret sauce:

FAN TRENDS



CREATOR-DRIVEN CONTENT



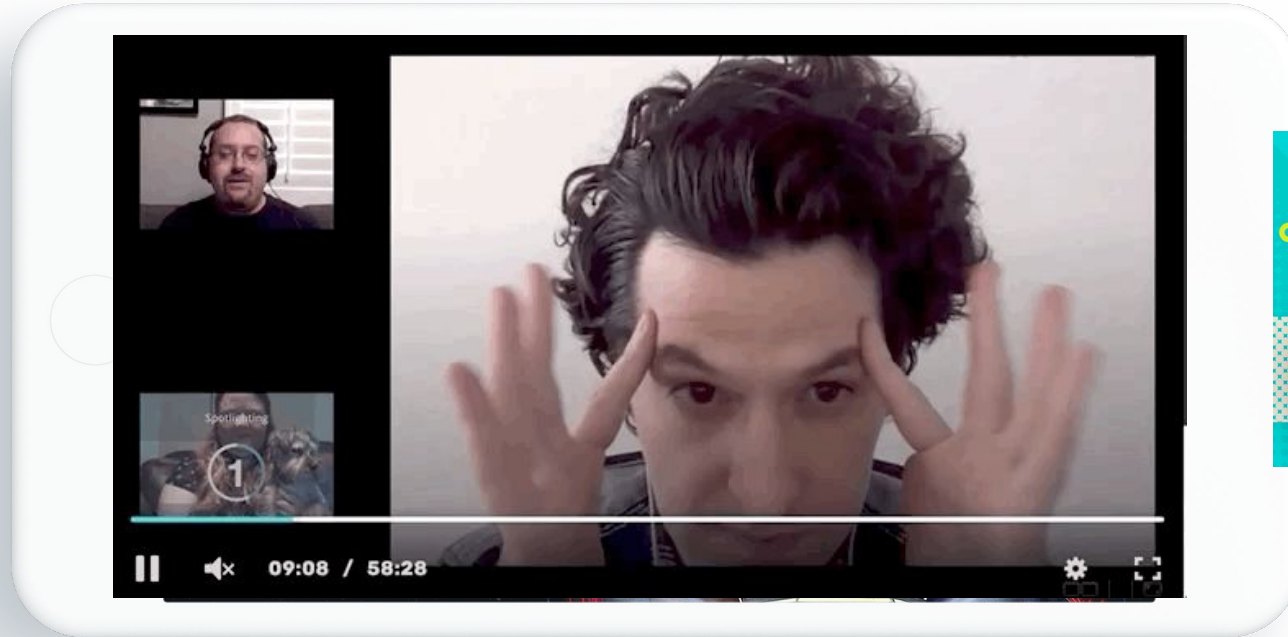
Falcon & Winter Soldier Trailer - The Loop



HONEST TRAILERS



LIVE INTERACTIVE VIDEO



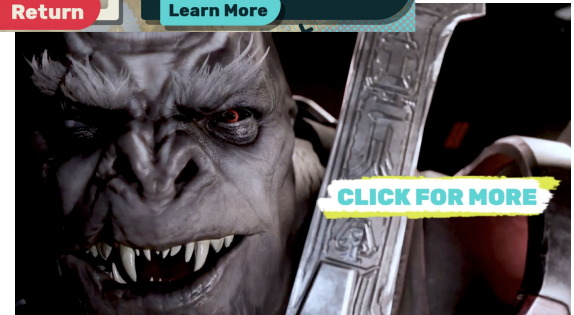
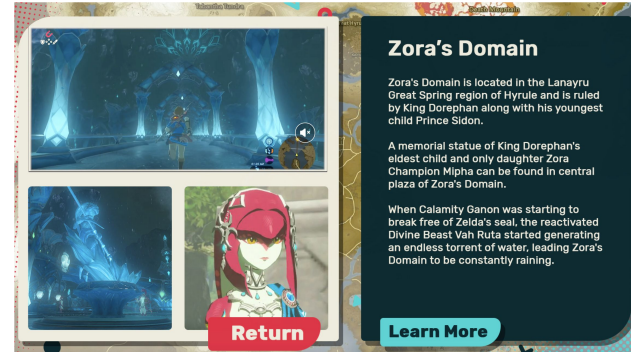
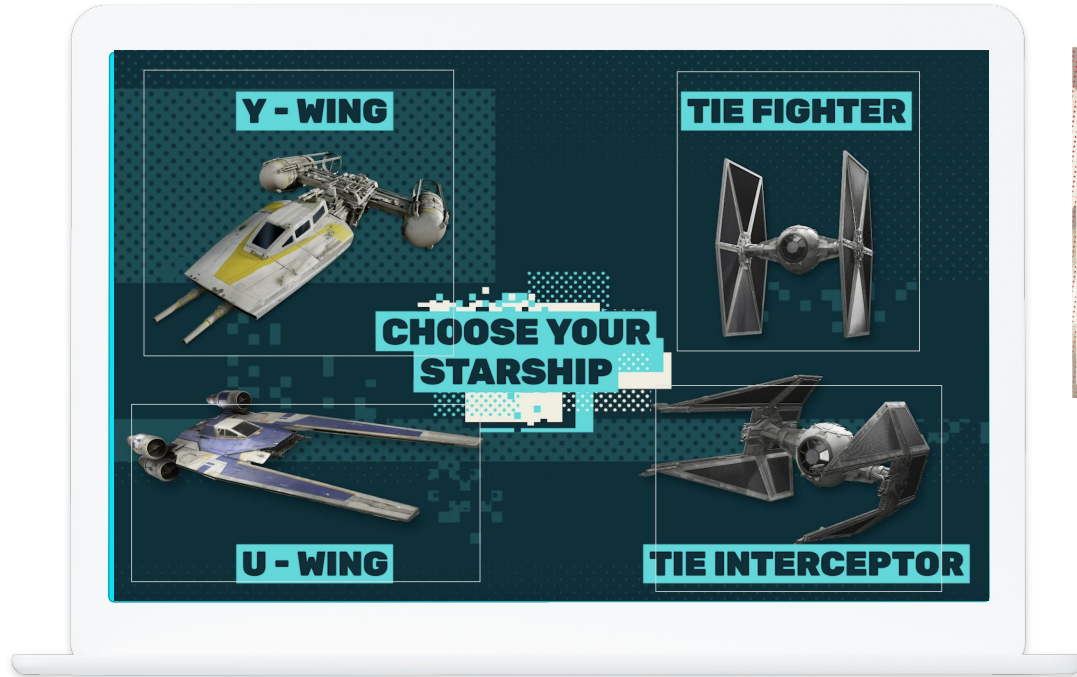
UP NEXT

**APPLE TV+
EDITION**

Fandom5

**TRIVIA
SHOW**

FANDOMIZED INTERACTIVE VIDEO



Video in Conversation



Thank You



UCX DESKTOP

The New Wiki Experience





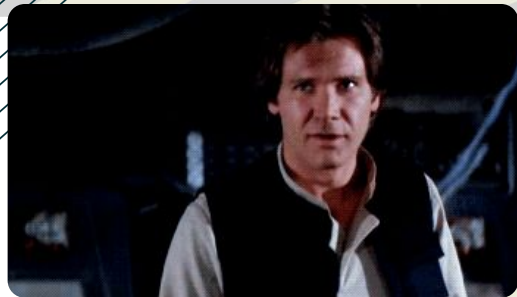
Hi, I'm Grunny! 🖐️

What I do: Lead the engineering teams that help build the wiki user experience

Start Date @ Fandom: January 3, 2011

Top Fandoms: Star Wars, Firefly, Tabletop RPGs, Cyberpunk

Username: Grunny





Hi, I'm Iams (Michael Iams)!

What I do: Lead Product Development at Fandom (Pilot our Pirate Ship)

Start Date @ Fandom: February 10, 2020

Top Fandoms: LOTR, The Simpsons, Seinfeld, The Sopranos

Username: Micklemoss





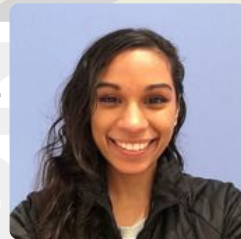
**Hi, I'm
Derek Hart** 🖐️

What I do: Lead design of Fandom experiences

Start Date @ Fandom: June 15, 2015 (the Wikia days!)

Top Fandoms: Lovecraft Country, Ted Lasso, DK Tropical Freeze

Username: Babaganoush76



Ivy Pulchan



JJ Pineda



**Jory
Hemmelgarn**

Agenda

The New UCX

- **Tech Foundation**
- **Project Overview**
- **The New Design**
- **Looking Ahead**



UCP → UCX

The tech powering our new wiki experiences



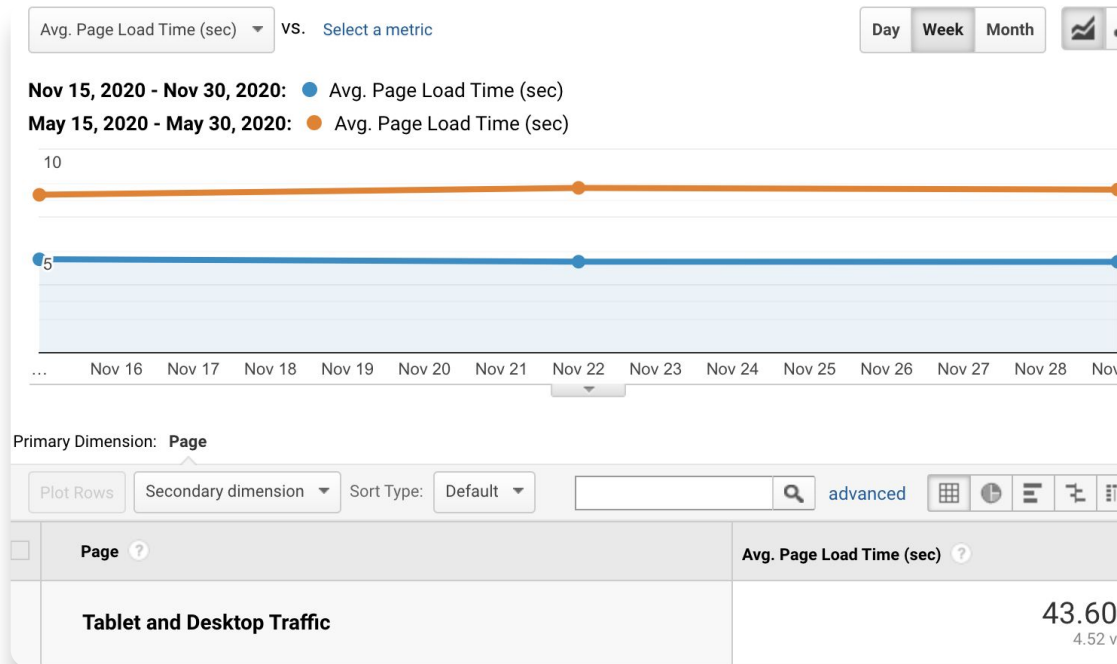
Benefits of the UCP

- ✓ Modern MediaWiki with new and improved features
- ✓ Faster development and ability to rollout features and extensions across Fandom & Gamepedia wikis
- ✓ Revamped and modern editors, including mobile visual editing for Fandom wikis
- ✓ Revamped profiles, improvements to Feeds, and a new social activity moderation feed
- ✓ Unified accounts and login across Fandom and Gamepedia
- ✓ Created improved tooling to allow us to make use of more modern front-end development approaches
- ✓ Ability to collaborate more with the Wikimedia Foundation



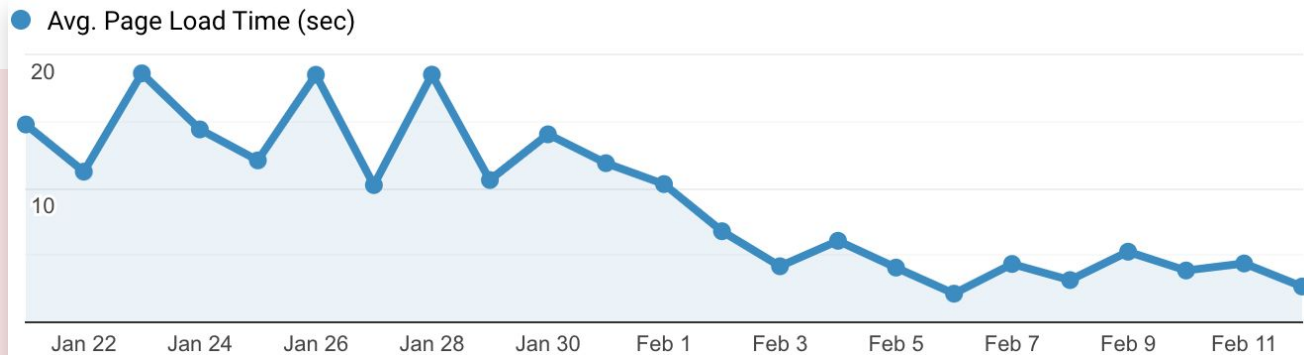
Improved Site Performance Across Desktop

- Building on top of modern MediaWiki with improved resource loading
- Improved stability and resiliency for Gamepedia wikis
- A cleanly rebuilt Fandom desktop skin
- Significant performance improvements on desktop vs the old application



The new unified mobile skin

- Ability to build on top of the up to date Mobile Frontend/Minerva skin that was already used on Gamepedia
- Reusable code and components within the UCP + easier support for additional features and page types
- Improved performance over the Fandom Mobile Wiki skin



Community Feedback

Cool! I'll miss the old platform, but this isn't so bad! Thanks for acknowledging feedback and making discussions more user-friendly!



UCP Collaboration

Yay! I am excited to see what it looks like when MediaWiki is upgraded.



Fan of MW Upgrade

I take back everything I said... A little late for me to say this but better late than never.



A UCP Believer

I think this is pretty huge improvement for Fandom. I'm looking forward into it!



Excited for the Future



UCX

The new wiki experience



UCX

WHAT

The new unified look-and-feel of Fandom and Gamepedia wikis.

HOW

Learning from past experiments and feedback, taking into account the best of the two platforms, and collecting data along the way.

WHY

Establishing a new baseline upon which new tools and experiences will be built.



UCX

What it *is*...

- **A consistent experience** of viewing and consuming content, ads, and videos across Fandom and Gamepedia wikis
- **Redesigned layout** for wiki articles and special pages that includes consistent ad placements
- New, unified global and local **navigation**
- New design and UX for both **desktop and mobile** platform

What it is *not*...

- Introducing the new types of content, i.e. new discovery modules
- Adding more videos and ads on Fandom wikis
- Implementing new search-related features
- Redesigning non-wiki pages like the Fandom home page, editorial content pages, Feeds, etc.



UCX

WHO

Anyone who wants to engage in their favorite fandoms, and the advertisers who wish to reach them.



Addressing User Feedback

GENERAL FAN BASE

Fans often think they're on a separate site, not the Fandom platform



Wiki content tends to be long and difficult to consume



Like clean and consistent designs; customizations can sometimes impact accessibility



Fans often only visit one wiki and/or type of content during each visit



EDITORS & ADMINS

Anxious about change between Fandom and Gamepedia

Want to utilize more screen real estate; don't like Fandom fixed width

Love the ability to customize the wiki; take pride in what they build

Quick access to their editor tools and links; ability to easily stay on top of their wiki



THE NEW DESIGN

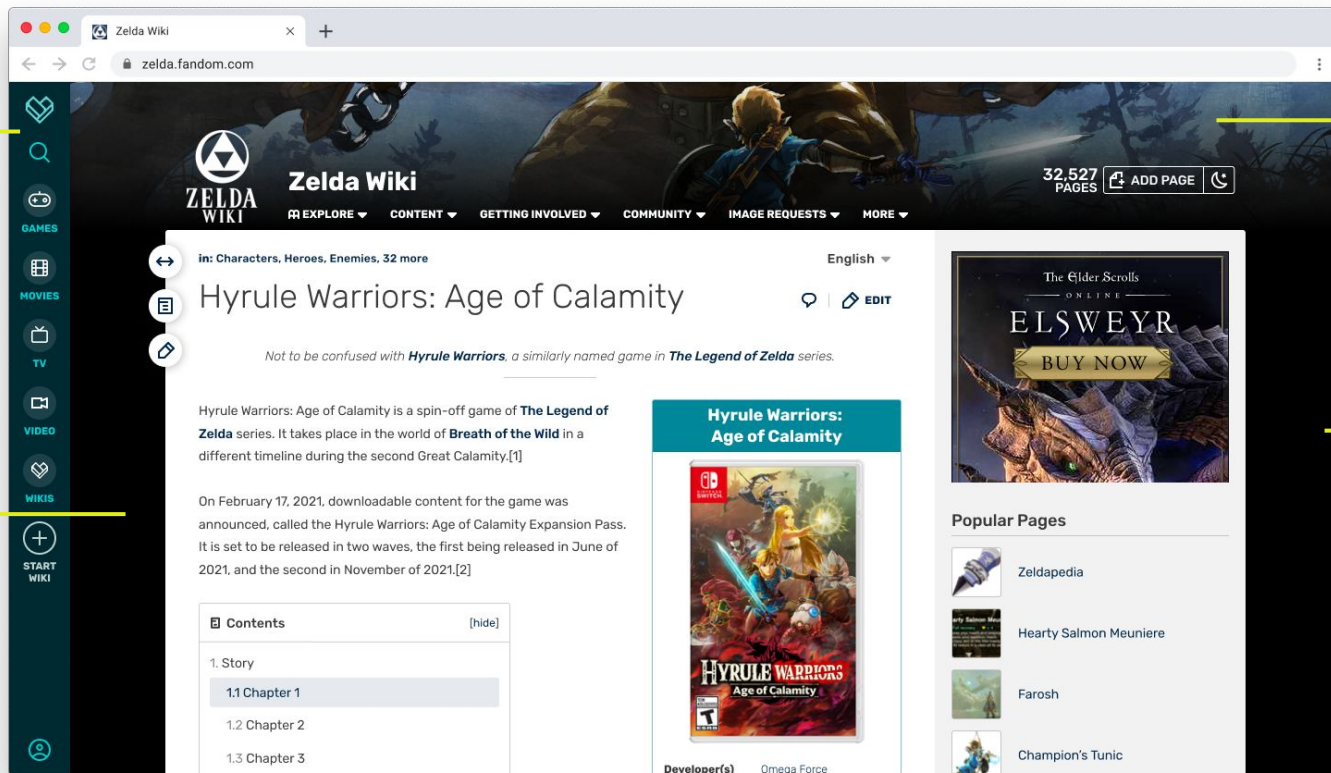




UCX : First Impression

Global nav sets the scene.

Fandom on the left and the wiki gets rest of screen space

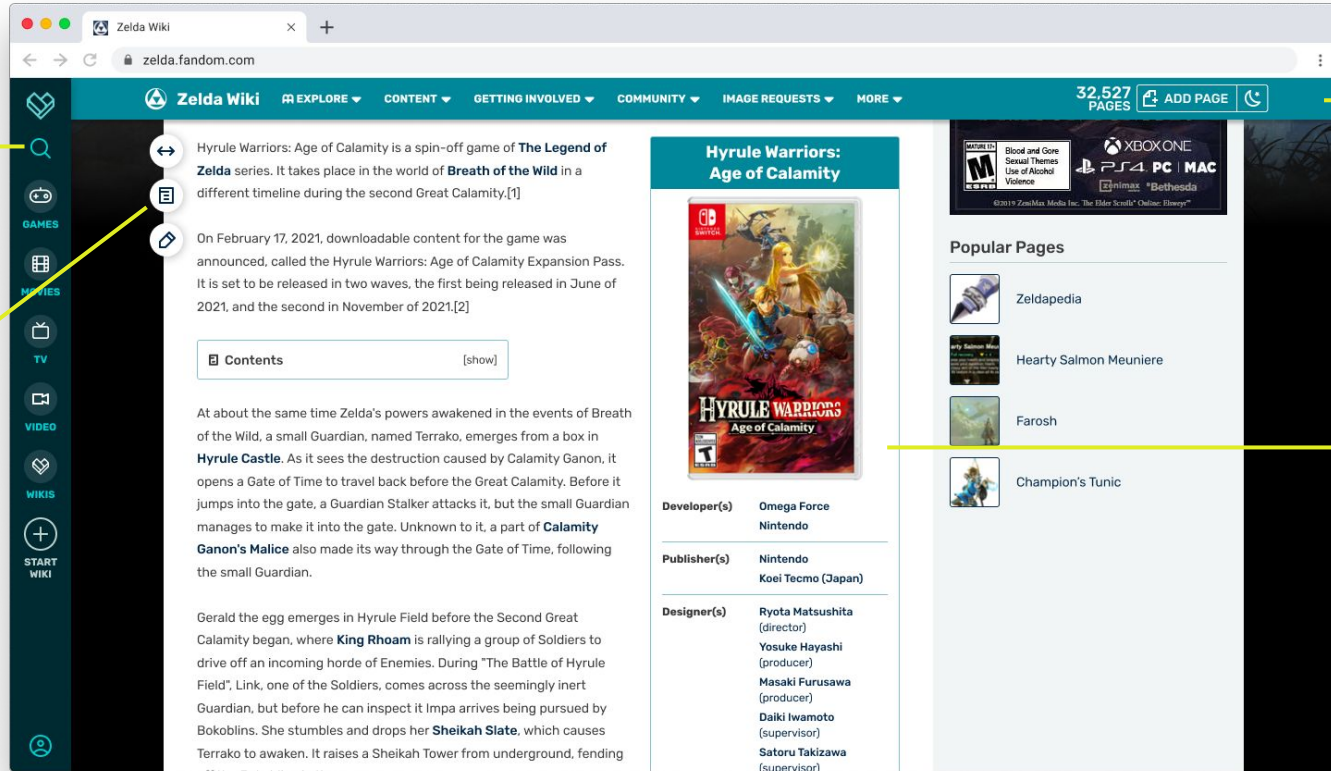


Enhanced visual header helps modernize the experience

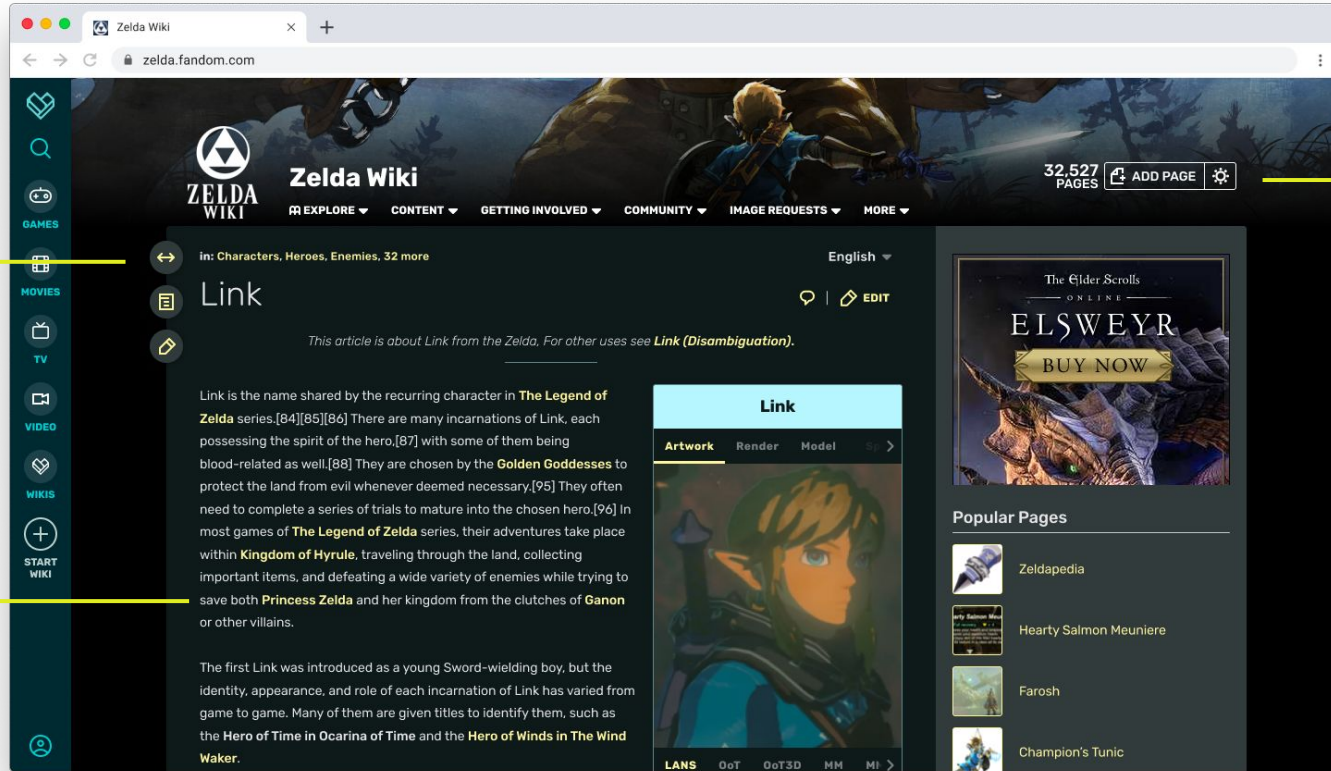
Fluid width to view more content



UCX : Scroll Experience



UCX : Personalized Viewing



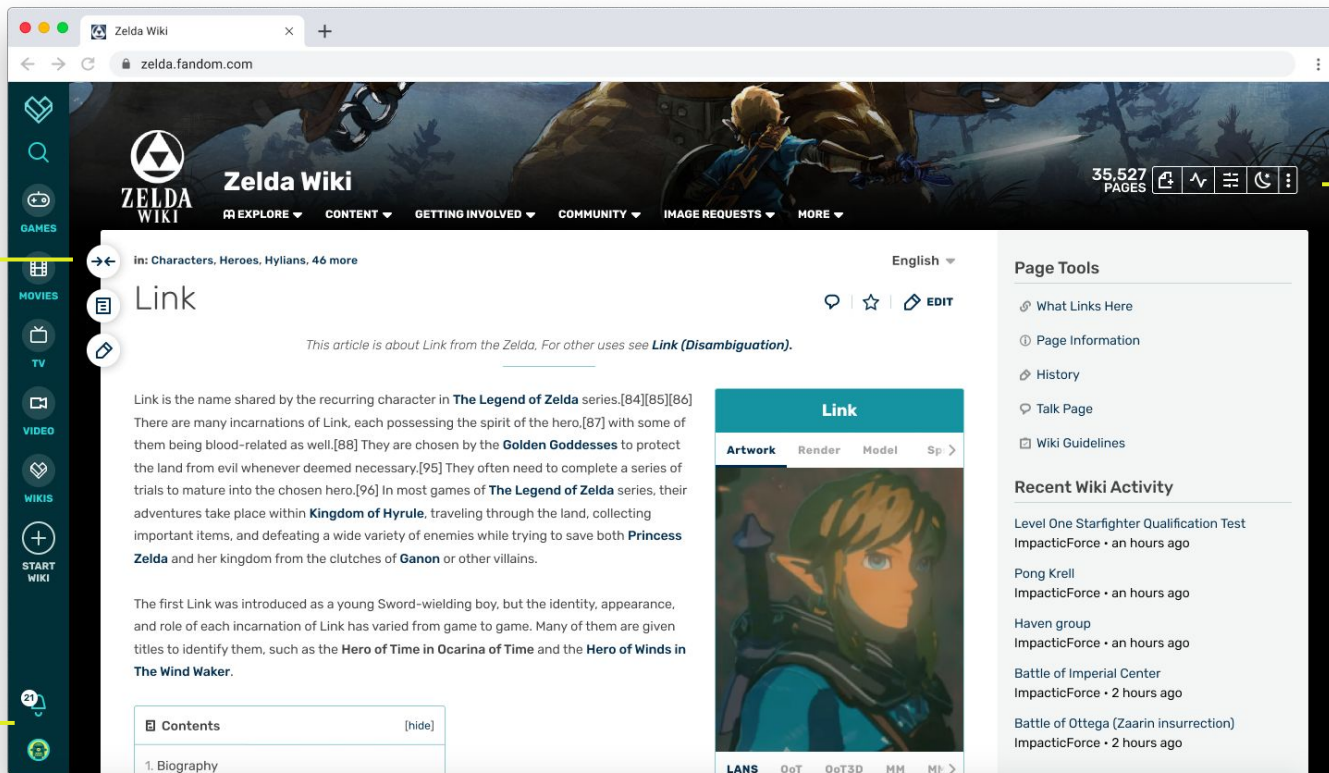
Toggle between light or dark theme option (as set in ThemeDesigner)

User option to expand width of content area

Updated color variables and accessibility support



UCX : Contributor Experience



Preferred width remains in tact

Editor-centric actions

Profile and notifications always within arms reach

Ad free experience



UCX : Scroll Experience

Edit entry point always within reach

The screenshot shows the Zelda Wiki page on a browser. The page has a teal header with navigation links: EXPLORE, CONTENT, GETTING INVOLVED, COMMUNITY, IMAGE REQUESTS, and MORE. A left sidebar contains icons for Games, Movies, TV, Video, Wikis, and a Start Wiki button. A right sidebar contains Page Tools (What Links Here, Page Information, History, Talk Page, Wiki Guidelines) and Recent Wiki Activity. The main content area is titled 'adult in Ocarina of Time' and contains a list of bullet points about Link's history. Below the text is a section titled 'Nomenclature' with a table.

Language	Name	Meaning
English	Link (LANS BotW SSBU CoH)	Same as English. You (Link)
Japanese	リンク (Rinku) (TLoZ LA LANS OoT OoT3D ST BotW SSBU CoH)[141][142][143][144][145]	
Chinese	林克 (Link) (SSBU CoH)[147]	

Shortcuts always within reach

Right rail modules cater to editing experience

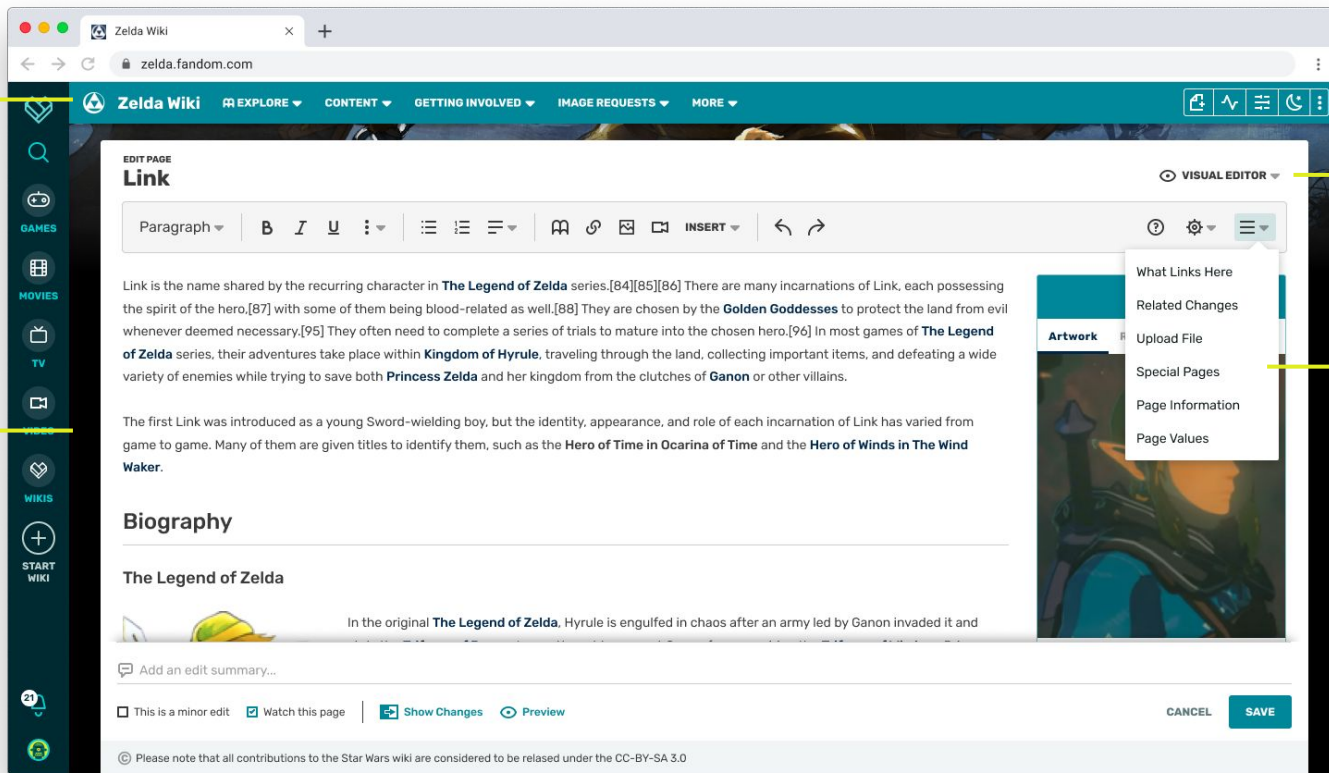
Redesigned Editor Toolbar



UCX : Editor

Access to the
wiki nav bar
while editing

Editor container
uses most of
the screen real
estate



Easily switch
between editors

Access to
Page Tools



UCX : Theme Designer Tool

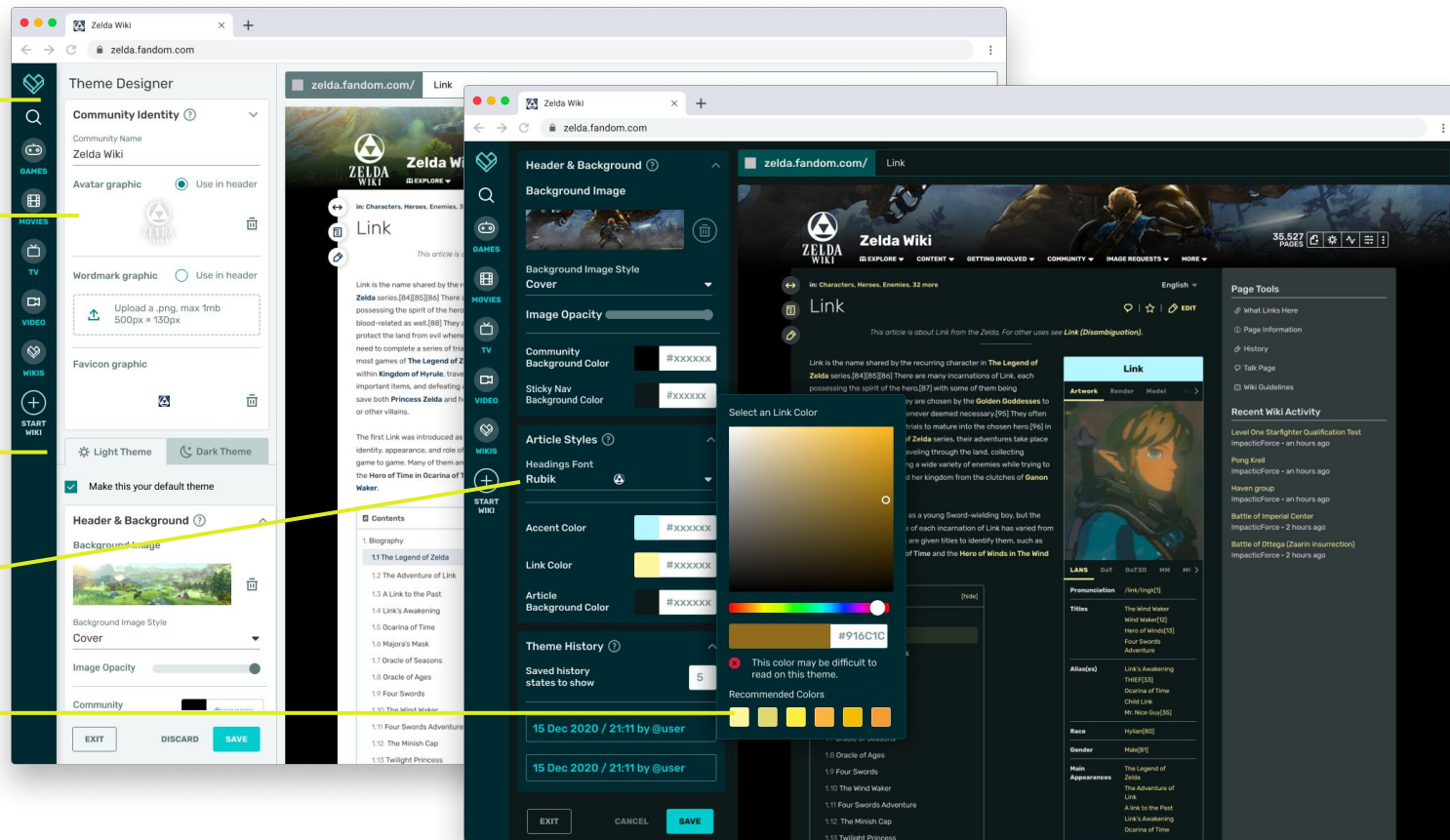
Revamped tooling and interface

Choose between an avatar or wordmark

Ability to set a Light and Dark Theme

Native font support for custom headings

Color accessibility guidance while setting certain variables



Community Input

I think it looks really promising. I see a lot of improvement and it looks a lot cleaner and as long as it would be compatible with mobile then you know, you have all thumbs up from me.



Overall impression

That just makes the page a lot more new-editor friendly. A lot of users don't really understand how to get to a Talk page, how to get to the guidelines, how to see what links to this page, before making changes.



Right Rail for Editors

If that's night mode, that's fantastic. I really hope that's night mode.



Personalized Viewing

I feel like it's a bit more clean and I like that it goes with you as opposed to just being straight at the bottom of the page. The positioning of it is what I like.



Editor Toolbar



Room for Improvement

**Visual
Updates**

**Unifying
Search**

**Profile &
Notifications**



Get Involved

*Have feedback on the new design?
Want to participate in testing new
features?!*

dhart@fandom.com



**LOOKING
AHEAD**



UCX Desktop Release

- Initial rollout will begin in spring
- UCX for all wikis this summer
- Wikis will have time and support to prepare for the switchover
- Customization Policy update coming soon



How You Can Help

Get early access to the desktop UCX, provide feedback, and help improve the new design!

Your feedback and collaboration will help us greatly along the way.



THANKS!



Creator & Admin Tools

A look ahead



Agenda

- Introductions
- High-level roadmap





Hi, I'm Jessica Clifford

What I do: Understand and translate your needs for the Creator & Admin Tools team

Start Date @ Fandom: Feb 2015 (originally @ Curse/Gamepedia)

Top Fandoms: WoW (and other MMOs), Mass Effect, Bob's Burgers, Wheel of Time

Username: Alianin

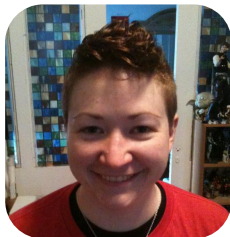


TEAM

Creator Admin Tools & Staff (CATS)



Ivy Pulchan
Product Designer
(Ivypulchan1)



Jessica Clifford
Product Manager
(Alianin)



Krzysztof Derek
Engineering Manager
(xkxd)



Máté Szabó
Engineer
(TK-999)



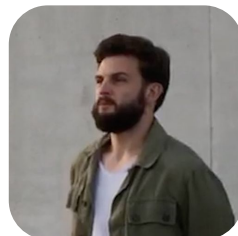
Nikodem Hynek
Quality Engineer
(nikodamn)



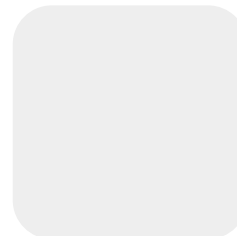
Michał Chatlas
Engineer



Pawel Stacherzak
Engineer



Tomasz Kasperek
Engineer



-Ready Player 2-
Engineer



CATS

Team Mission

We provide tools to **support** and **enhance** the experience of highly engaged users that facilitate communities and content on our platform. We continuously look for ways to **redefine** what it is to be a contributor and **push the boundaries** of our offerings.



High-level Roadmap

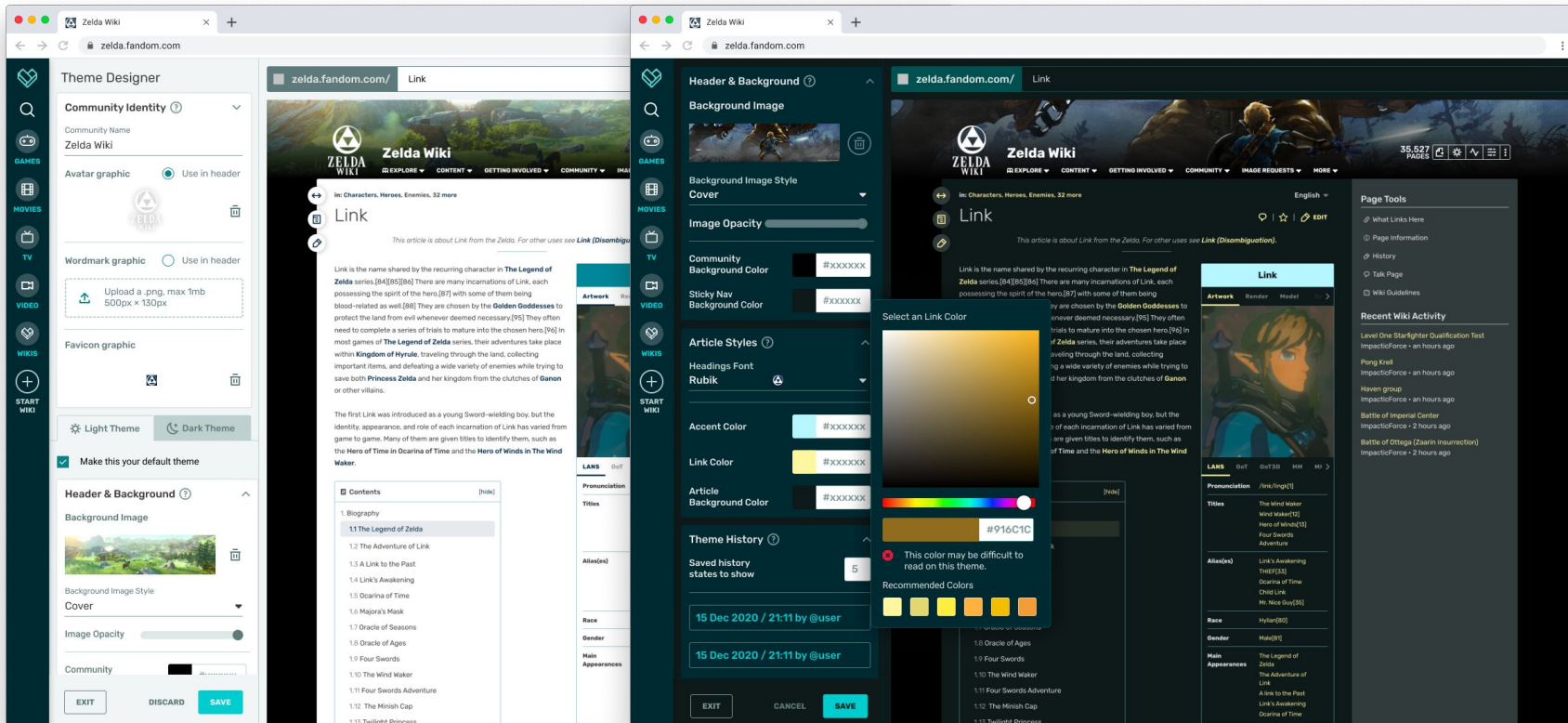




Supporting + Expanding Existing Features



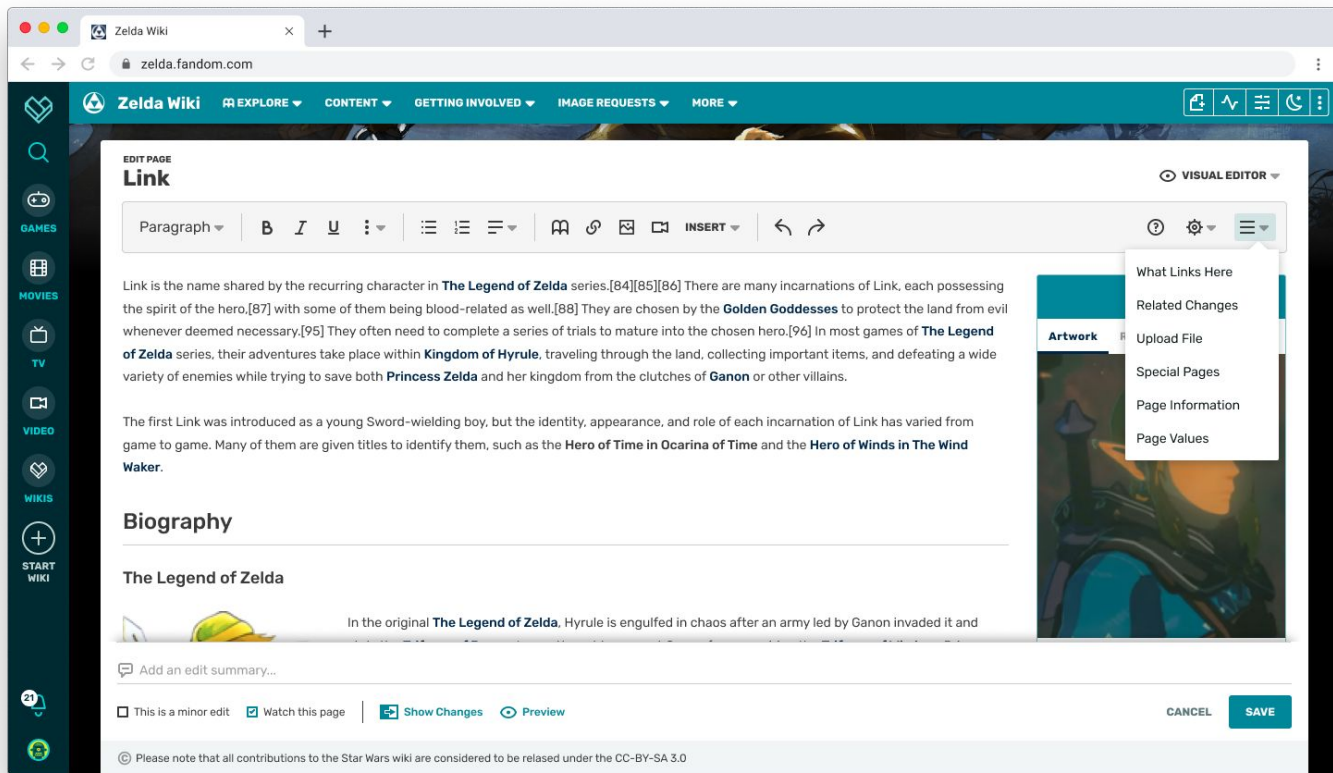
Near term - Theme Designer



Near term - Unified experience updates

Visual updates to:

- Editors
- Special pages
- Create New Wiki



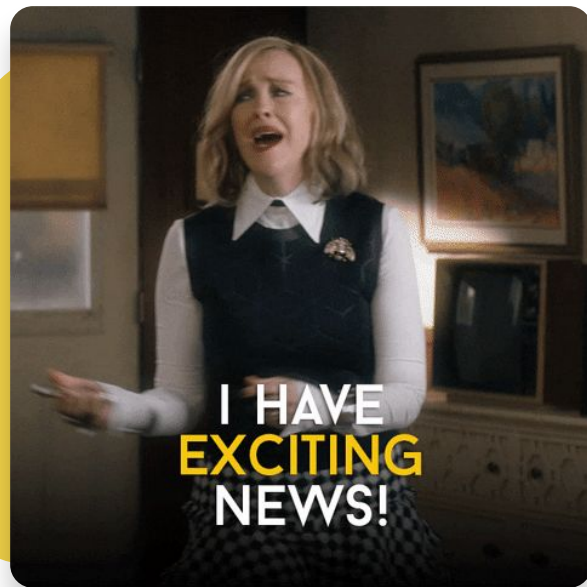
Near term - Added/expanded extensions

- Support Gamepedia/Fandom extensions platform-wide
- Review backlog of requests for quick additions
 - Already added: RSSPie, Disambiguator
 - Coming very soon: EmbedVideo



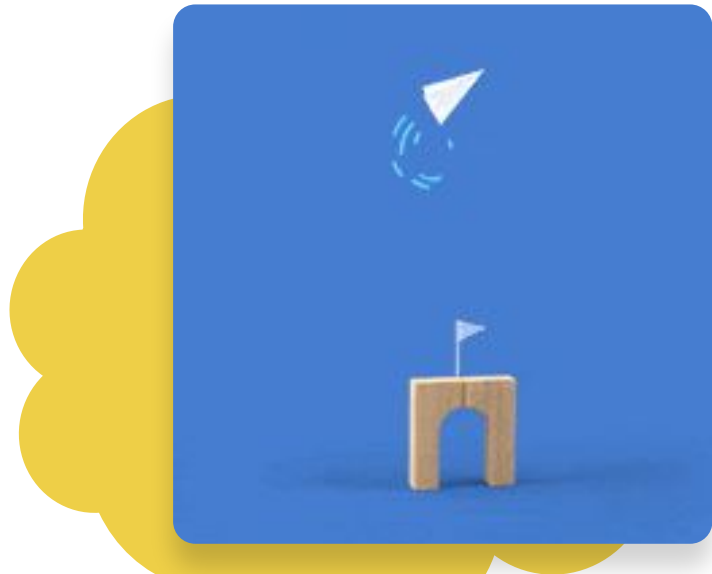
Near term - Community notices

- Better way for admins to communicate with their communities
 - Improved tooling and presentation
- Combine functionality of various tools
 - Announcements
 - WikiaNotifications
 - Site notices



Long term - Creator/admin tool improvements

- Incorporate popular dev scripts natively into the platform
- Analytics dashboard - more data and improved visualization
- Improve new creator and admin onboarding
- Admin dashboard revamp
- Automation of moderation tools
- Source searching



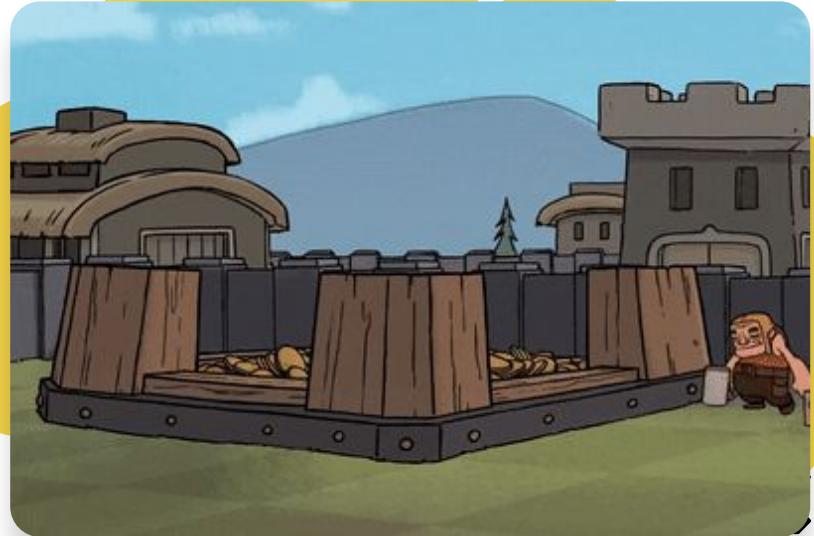


Building New Features



Long term - New tools

- Collections builder
- Trees (skill, family, etc)
- Interactive timelines
- Bracket builder
- Event calendar
- Quotes



Long term - Global/structured data

- Solving the Semantic MediaWiki and Cargo problem
- Storing and sharing global data



But wait...
There's more!



Near term - Interactive maps

- Easy-to-use map builder w/ interactive elements
- Longtime request, especially from Gamepedia users
- First steps:
 - Research existing maps and other sites
 - Work with **you** on design & functionality
 - Stay tuned for participation opportunities!



Your Turn

We want your ideas! Help us shape the future of the creator experience.

creator-tools@fandom.com



Thank You

